

PATENT

Application No. 09/267,489
Attorney Docket No.: 98-092S P E C I F I C A T I O N A M E N D M E N T S
C L E A N F O R M

Amend the paragraph beginning at page 7, line 27 to read as follows.

As shown in Figure 2, data storage device 205 stores a program 202a, mailing list database 202b, recipient database 202c, test database 202d, questions database 202e and transaction database 202f. Program 202a includes instructions for implementing the present invention, examples of which are described in detail with respect to Figures 9-12. For example, program 202a can implement a method for providing a mailing list test service involving a plurality of mailing lists, each mailing list including information about a plurality of list members, to send a computer-based message, such as an e-mail, to each of a subset of list members for each mailing list in the plurality of mailing lists, receive at least one response based on the computer-based message, each received response being associated with a list member from a subset of list members, and selecting for use based on the responses, one of the plurality of mailing lists. The selected mailing list can be sold or leased for a direct-marketing mailing.

Amend the paragraph beginning at page 14, line 2 to read as follows.

The information presented in Table 650 may be utilized by a business in deciding on the content of the postal mailing to be sent out based on the results of the test e-mails. For example, let's say that Q1 comprised the question "Which layout do you prefer?" and answer choice A1 comprised a first potential layout and answer choice A2 comprised a second potential layout. The results of the test "0099" indicate that the majority of recipients preferred the first potential layout, since A1 had a higher response rate than A2. Alternatively, referring to the same example, the business may choose to utilize the results from each mailing list individually. For example, the business may choose to send a postal mailing to recipients of all three mailing lists A, B, and C, but to include different layouts for the recipients of the respective mailing lists. In such a scenario, mailing list A recipients will receive the A2 layout, since the majority of mailing list A recipients preferred the layout corresponding to A1. Mailing list B recipients will receive the A2 layout, since the majority of mailing list B recipients preferred the layout corresponding to A2. Similarly, mailing list C recipients will receive the A1 layout, since the majority of mailing list C recipients preferred the layout associated with A1. In this manner, a business may maximize the potential response rate to a postal mailing.

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Amend the paragraph beginning at page 17, line 4 to read as follows.

As an example of this embodiment, assume postal mailing list A contains individuals 1 through 1000, postal mailing list B contains individuals 1001 through 2000, and postal-mailing list C contains individuals 2001 through 3000. The first 100 individuals out of each mailing list are selected as the subsets for the test e-mail (i.e. individuals 1 through 100, 1001 through 1100, and 2001 through 2100). Assume in this example that individuals 10 through 20, 60 through 90, 1080 through 1090, 2006 through 2016, and 2065 through 2080 respond to the e-mail). Based on these responses a new Mailing List D is created that contains individuals 10 through 20, 60 through 90, 1080 through 1090, 2006 through 2016, and 2065 through 2080. The postal mailing can then be sent out to the individuals on postal-mailing list D.

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